

INDUSTRIAL NEWS.

Items of Industry and Investment From Different Sections of State.

It is not believed the Prohibition law as enacted, will affect the hop industry, as 98 per cent of the Oregon crop was shipped to other states and countries.

The Corvallis Buxton Planing Mills have built a handsome new office.

Pioneer Creamery at Prineville will resume operations.

Assays of sand from Des Chutes river show \$2.50 per ton of gold.

Redmond wants a starch factory and reports several gold strikes.

Cutting out one judge reduces expenses of elections.

The Tudor Arms apartment, at Portland, is to cost \$125,000.

The Senate passed a bill for a new \$50,000 Normal Training School at Monmouth.

The C. A. Smith mills, on Coos Bay, will operate in spite of financial straits.

Three state development bills were passed by the House—to lease the Soda Lakes, to grant right-of-way over public lands and to sell citizens state annuities.

Senator (Miss) Clark, of Glendale, does not think the oratory in the Senate is worth what it costs the state.

Washington County Grangers oppose advertising on fences and barns.

A company has been formed to develop Mill Creek Falls near Gold Hill.

The Interstate Commerce Commission rules that the S. P. Company can continue to operate the Pacific Mail Steamship Company.

H. O. Fry and John Volts have added new machines to Marshfield broom handle plant.

Gold Hill is planning a street improvement campaign.

Cottage Grove is to have a station park.

Rex is moving for a new high school.

S. Ames has bought the old Craig store at Silverton and will make improvements.

Welch & Company, Baker undertakers, will erect an \$8000 building.

Women have been receiving \$22.50 a month less for teaching than men. A law just enacted aims to give the same.

The Silverton sawmill resumes operations.

The Fisher Block, to be built at Beaverton, will cost \$9000.

Poulson Logging Camp, at Inman, resumes operations. It employs 200 men.

The state does not want a new grist of labor legislation. Some industries we have, need relief from restrictions to employment and production.

A promoter of gas plants has Corvallis on the list.

Pendleton is planning for a new school.

There is increasing activity in Oregon shipyards.

The Legislature passed a bill for a five per cent preferential on Oregon made products in public buildings without a dissenting vote.

The Shell Gasoline Company of California, will install \$500,000 storage system at Portland.

The postoffice at The Dalles is to be constructed of Oregon sandstone.

The Union Meat Company says the swine industry is falling off in Oregon, while the United States census shows a gain of 58,000,000 to 64,000,000 in one year in the United States.

Cutting out plate matter and patent insides, newspapers are giving more men work.

Paying two to three million income and war tax is not helping make Oregon prosperous.

The Pendleton hotel is to have a two story concrete annex.

Some newspapers and politicians seem to actually rejoice that jitney traffic is crippling the revenues of street car companies.

Silverton District No. 4, will open bids February 25, on \$15,000 school house.

F. A. Bohle, of Lebanon Creamery Company, builds \$3000 bungalow.

The Dallas Mercantile Company will add 40 feet to their store.

Ashland adds \$100,000 auxiliary to its water system.

Congress appropriated \$366,000 for Umatilla, and \$377,000 for Klamath project.

The Hubbard Enterprise is fighting for a new high school.

Eugene has a broom factory and wants broom makers.

People generally are awakened to the fact that laws which cripple and kill industrial activity do not "benefit" the workingman as some

of the reformers would lead one to believe. In fact the astounding discovery has been made that a freak law never gave a single workman employment, though such laws have thrown thousands out of work.

COLUMBIA COUNTY FIRE PATROL ASSOCIATION.

The report of the State Fire Warden for 1914 gives some interesting facts from which we print a portion concerning Columbia County, as follows:

Practically all the timbered area of Columbia County is patrolled by this association, as well as parts of Washington, Tillamook and Clatsop counties. A total of 121 firms or individuals, representing 202,065 acres, constitute the membership of the association. This acreage is smaller than that of last season by the transfer of practically all Clatsop County lands formerly patrolled, to the Clatsop County Fire Patrol Association.

Although a most hazardous season was experienced, and large areas burned over, such areas were not for the most part covered with merchantable timber and little loss resulted. Cost of protection was by far the highest of any year for which there is record, but conditions made it impossible to avoid heavy expense.

The head warden of the association maintained headquarters at Deer Island, and, with his assistant, who was located in Vernonia, supervised a force of 12 regular patrolmen. Of these six were stationed on the Columbia Slope and six on the Nehalem Slope. The total area patrolled being approximately 365,000 acres, each man covered an average district of 26,070 acres. When it became evident that a serious year must be faced the patrol forces was added to by temporary employment of five additional men.

Besides furnishing two of the above men from July 10 to the close of the season under the Weeks Law, the State paid \$100.00 per month towards the salary of the supervising warden, and a like amount to his assistant. The association paid the balance of their salaries and provided the necessary field expense.

The Federal Forest Service in administering the fund appropriated by the Government for protection of lands within the O. & C. R. R. Co's grant, provided the salaries of three men for August and September, and paid a portion of the expense of fighting fires on or threatening the above lands. One patrolman was required during the entire season to patrol the Columbia Highway.

Despite the haze prevalent for nearly the entire season, the Rocky Point lookout, located in Section 16-TN-5W, reports a period practically every day during which a clear view of all, or most of his territory was obtained. In years of average precipitation the early report of fires detected by this lookout would have been insured against their escape or growth to large proportions. It is gratifying to report a very large proportion of fires thus detected and extinguished this season; a few, however, located in old burns and slashings rendered extremely combustible by the dry season, escaped before adequate steps to put them out could be taken.

About 100 miles of trail were cleared out during the spring at a cost of \$90.00. No new trails were built. The work of the past two seasons in this direction made it possible this year for wardens and fire crews to move with greater facility, and resulted in the control of several fires at less cost than would otherwise have been possible.

It was necessary to purchase a sufficient supply of tools for the fire fighting crews. These tools were stored at Vernonia and will be available for future use. Repair of equipment, shoeing of horses, etc., cost \$56.75. The outlay for telephone material and labor amounted to \$27.08.

The first serious fires of the season occurred in July and some of the wardens, a great part of the time with fire fighting crews under their supervision, were engaged in fighting fire from that time until fall rains occurred. Although a large area was burned over and the total loss of green timber cannot be ascertained until spring (in the case of ground fires loss is often not known until the foliage of trees killed turns brown) it is known that no great damage was sustained. The fire wardens without exception were untiring in their efforts to control the fires. It is estimated that 3,000,000 board feet of stumpage, worth approximately \$6,000.00 was destroyed; and that the damage to improvements amounted to \$1,270.00. The 75 fires occurring in the county during the season burned over 20,000 acres, of which 1,664 acres was merchantable timber land.

The conditions which necessitated the expenditure of \$16,989.57 for fire fighting, also added to the cost of patrol through the employment of

extra wardens, the purchase of new equipment, tools, etc. Expense for patrol, including all improvement work and administration costs, amounted to \$7,500.52. The total cost for the season was \$24,490.09.

Due to accessibility and settlement, fire protection in Columbia County must be carried on along intensive lines to be successful. This means greater cost than for sections where like conditions do not exist; but not greater chances of loss. In fact the added possibility of securing help promptly and being able to reach fires without loss of time should be an advantage if proper machinery is maintained to take advantage of these conditions.

PRESENT LEVEL.

Although much complaint is heard of the high cost of living, Portland pioneers who lived here during the Civil War period, recall that prices were much higher then than now and they view the present war prices with equanimity. Reference to the market pages of the Oregonian shows that half a century ago, quotations prevailed that would bring loud cries of protest from the householder of today. The market page on February 25, 1865, shows some astonishing prices.

Flour, for example, was quoted at \$11.50 a barrel, as against \$7.20 today. Wheat was then \$1.65 a bushel; today it is \$1.57 1/2. Butter was quoted at 50 cents a pound; today it is 32 cents a pound. Eggs were sold at 35 and 40 cents a dozen, as compared with 23 1/2 and 24 cents now. Potatoes were quoted at \$1.30 a bushel in February, 1865, while today they sell at \$1.10 and \$1.15 a sack. All quotations are those given by the jobber, retail prices being somewhat higher.

The market editor of half a century ago said on February 25, 1865, that breadstuffs were advanced in consequence of a rise in the San Francisco market, due to miscalculations as to the arrival of flour and grain expected from Chili, which had failed to come as anticipated.

Some comfort remains for the pessimist, however, in comparing prices at other war periods in this country with present quotations. During the Spanish-American War quotations were low on staple products. Prices, in fact, were lower in June, after war had been in progress some months, than in February, just on the eve of war.

On June 4, 1898, the following prices prevailed: Wheat 77 cents; flour, \$4.50 a barrel; butter, 32 and 35 cents; eggs, 14 and 15 cents a dozen; potatoes 30 and 40 cents a sack.

Prices were higher in 1893 than during the war period of 1898. The trying period of '93 is recalled vividly by most people because of the distressing financial conditions then prevailing. The market page on February 19, of that year, disclosed the following range of prices: Wheat \$1.15; flour, \$3.40 a barrel; butter 35 cents a pound; eggs, 25 and 27 1/2 cents a dozen; potatoes, 30 cents and \$1 per 10 pounds.

THE REAL PROBLEM.

"The real problem in this country is the problem of the rural districts—the development of the rural districts—to furnish the farmer with cheap money for the proper operation of his farm and to make it productive," said H. B. Miller, as he introduced Professor H. McPherson, of the Oregon Agricultural College, at the meeting of the Current Events Club yesterday at the Westminster Presbyterian Church. Professor McPherson spoke on "Rural Banks and Rural Credits."

Professor McPherson was one of the three Oregon Commissioners who visited Europe and there made a study of rural banks. He gave a review of the early credit systems from Bible times down, and pointed out that interest charged had much to do with the prosperity of the nations in all times. Mr. McPherson said that the economic efficiency and strength of Germany lay in her financial systems by which rural credits are afforded the farmer at low rates of interest. There were, he said, 18,000 co-operative private banks by which this low-interest money is made available.

"Money is available from productive farming only through these co-operative mortgage associations," said Mr. McPherson, "but not for automobiles or pianos."

Mr. McPherson pointed out the great need for low interest money for the development of the rural districts of Oregon and gave statistics to demonstrate that need.

"It is no longer possible even in Oregon to make a profit on an Oregon farm by sitting down on it," he said, "but it must be operated. It must be made productive."

Dr. Stone's Heave Drops cures heaves. Price \$1; for sale by all druggists.

NON-ADVERTISER PAYS.

How Advertising Pays by Cutting Down Overhead and Swelling Profits Is Told University of Oregon Class.

University of Oregon, Eugene, Feb. 21.—Three firms handling a line of the same grade in the same territory revealed to an investigator their advertising and their selling figures. These were the figures:

C spent \$29,000 in advertising; his selling cost was six per cent. B spent \$49,000 in advertising; his selling cost was four per cent. A spent \$85,000 in advertising; his selling cost was two and one-half per cent.

Naturally A's price to the consumer for a line of the same grade in the same territory could be no greater than B's and B's no greater than C's. Yet though A spent nearly twice as much in advertising as B, his selling cost was nearly 50 per cent. less. He lowered his selling cost by selling more goods, and he sold more goods because he advertised more. His profit grew as his selling cost decreased. Accordingly, the man who paid the cost of A's extra advertising over B was B, and the man who paid the cost of B's extra advertising over C was C.

This illustration was used to hammer home an advertising epigram before the class in advertising at the University of Oregon, Friday. The lecturer was C. F. Berg, of Portland vice president of Lennons', the widely known glove, hosiery and umbrella firm of Portland and Seattle. The epigram was as follows:

"The man who does not advertise is the man who pays the cost of the other fellow's advertising."

This was not the only advertising point driven home by Mr. Berg, but it was the one that made the greatest impression upon the students, of whom many will some day be consumers of advertising themselves and who are now trying to learn the methods and results of advertising so that they may waste as little money as possible when in business.

"Consumers read the costly full page ads. of great national advertising campaigns and think they pay the ultimate cost," said Mr. Berg. "But they don't. Rather does the manufacturer, who can make it cost more to the buyer than a rival article. Neither does the jobber or the retailer pay the cost; their profits remain stationary."

"The successful firm's advertising is bought and paid for by the firms that are less successful."

"Take 10 stores, each doing \$100 a day business, each with overhead expense of 25 per cent of goods sold, and each with 25 per cent profit. One of the 10 owners sets aside 10 per cent of his sales receipts for advertising and doubles his sales. He thus reduces his overhead expense to 12 1/2 per cent, and his advertising expense to five per cent. His profits, accordingly, are increased to 37 1/2 per cent, less than five per cent. advertising expense, or seven and one half per cent. more than they were in the beginning. His additional sales to a great extent mean correspondingly decreased sales among the remaining nine owners; they have paid his advertising bill, increased their overhead proportionately and lessened their profits proportionately."

Mr. Berg described the benefits brought to farmers and rural residents by advertising. "Millions of dollars in labor-saving devices are annually sold to farmers through the press," he said.

"When an auto has to ascend a hill, you do not pinch off the gas to save money; you turn on more gas. Now, business is all uphill; there are no level grades. Advertising is the gasoline of business. Use it with judgment, but do not try to make your saving on it."

"Local dealers should use local papers to connect with national campaigns by manufacturers."

Mr. Berg's lecture was illustrated by advertising results secured by well-known manufacturers of autos, watches, hosiery, roofing and other lines.

CAPE PERPETUA ROAD.

February 18, 1915.

Supervisor Rankin, of Eugene, announces that the road which the Forest Service, in co-operation with Lane and Lincoln counties, is building around Cape Perpetua, is nearing completion, and will be ready for use by wagon and auto this coming summer.

With the completion of this road, there will be a continuous highway along the Oregon coast from Newport to Gold Beach, or almost to the California line. That part of the road constructed by the Forest Service is about a mile and a quarter in length, and is located on the side of a steep mountain or promontory jutting out into the ocean, the highest point on the road being 300 feet above sea level. A temporary rock

wall, which is to be replaced later by a permanent one of cement, now protects the edge of the bluff. To build this length of road requires the moving of approximately 5,000 cubic yards of rock, 9,000 cubic yards of rock and dirt, and cost the Government \$11,000.

The construction of this road around the Cape was a very difficult piece of work. Most of the way had to be forced through solid rock, so that much drilling and blasting had to be done. Furthermore, it was often difficult to keep a foothold on the face of the slope. In fact, this was found to be a task for both mules. On one occasion a mule went over the grade and turned a somersault down the side of the mountain about 60 feet, his fall being checked by some brush at the edge of a precipice. He was rescued and found to be little the worse for wear. At another time, one of the men fell about 50 feet down the bluff. He was holding a rope to guide a plow on the edge of the grade, and was walking along a 90 per cent slope, clinging to the sidehill as best he could, when the rope broke and let him fall. He struck first on his face and shoulder, then slid about 20 feet further, landing on his feet. His comrades on the road above watched him with bated breath and wondered how they could get a dead man up that steep slope! To their surprise and relief, he turned and waved his hat to them! He was able to get out without assistance and resume his work. This incident has caused this spot to be named "Keller's Leap."

ADVERTISED LETTERS.

Letters unclaimed at the St. Helens, Oregon postoffice for the week ending February 20, 1915.

Mr. David Coons; Mr. T. C. Edwards; Mr. Farris Entone. Letters unclaimed by March 6, 1915, will be sent to the dead letter office.

IVA E. DODD, P. M.

AN ACCIDENT ACCOUNT

For yourself—the head of the family—an Accident Account at the Columbia County Bank. That is a certain sum of money—just what you can afford to put aside in an account here and "forget it." No matter how carefully you plan, in the course of the year there happens some unexpected thing—something you could not foresee or foretell. When that happens, an Accident Account is ready to meet it. It will relieve you of many worries against the unforeseen. You cannot prevent accidents—you can provide for them.

It's the man who looks ahead is the man who gets ahead

Columbia County Bank
OLDEST IN THE COUNTY
ST. HELENS, ORE.

We pay 4 per cent. interest in our Savings Department.

That Saturday Night
Line of Men at the
Express Office

THERE'S a strong story in that, Williams—a story of what prohibition is doing for your town. Those men are spending a lot of money because you've tried to deprive them of their honest right to drink beer. That money's going to dealers just twenty miles from your town—not a cent of it ever comes back. It's a sure thing, too, that the express companies don't spend those heavy shipping receipts in your city.

It's the old story of prohibition, Williams. Close the respectable, well-conducted beer saloon and seek by legislation to rob men of their liberty, and you have a problem that never works out in favor of a town. You don't keep men from drinking. Refuse to sell them beer, which heretofore they have drunk moderately because they know it's the drink of True Temperance and beneficial and stimulating, and the stronger drink line bobs up. You send thousands of dollars out of the town that ought to be spent right there, and you encourage drunkenness and law-breaking.

Your town will wake up some day, Williams, like many another town that has been disillusioned.

BATHS AT KALEVA
ROOMING HOUSERussian
Baths

Tuesdays, Thursdays and Saturday afternoons; Wednesday and Friday forenoons. Turkish bath is open every day.

I promise to frighten rheumatism out of your body with steam heat and massage.

Mrs. A. Saari
ST. HELENS, - OREGON.LUNCH
AT
MASON'S

RUTHERFORD
BUILDING.

CHOICE

Confectionery and Cigars

QUICK SERVICE

LUNCH
ANY HOUR.

LARGE ASSORTMENT OF
BOX GOODS.

AN UP-TO-DATE

Jewelry
Store

COMPLETE STOCK OF

Watches

AND

Clocks

EXPERT WATCH REPAIRING.

VON A. GRAY

Jeweler. ST. HELENS

IMPORTANT EVENTS

1914-15 AT

OREGON AGRICULTURAL COLLEGE

WINTER SHORT COURSE—JAN. 4-30

Agriculture, including Agronomy, Animal Husbandry, Dairying, Horticulture, Poultry Husbandry, Insects, Plant and Animal Diseases, Creamery Management, Marketing, etc. Home Economics, including Cooking, Home Nursing, Sanitation, Sewing, Dressmaking and Millinery. Commerce, including Business Management, Rural Economics, Business Law, Office Training, Farm Accounting, etc. Engineering, including Shopwork and Roadbuilding. FARMERS WEEK—FEBRUARY 14

A general clearing house session of six days for the exchange of dynamic ideas on the most pressing problems of the times. Lectures by leading authorities. State conferences.

EXTENSION SERVICE

Offers lectures, movable schools, institutes and numerous correspondence courses on request.

MUSIC: Piano, String, Band, Viola.

No tuition. Reduced rates on all rail roads. For further information address, The Oregon Agricultural College, (tw-12-14-15-1)

CORVALLIS, OREGON

A FRESH SHAVE

Adds tone to any man. That's why we are so busy and there are so many tony people in this town.

15 Cents a Tone.

LYNCH & HALESTAD.
St. Helens, Oregon